

A woman with dark hair and a red flower in it is sitting on a light-colored sofa. She is wearing a red dress and a dark lace vest. She is looking back over her shoulder towards the camera. The background is dark with vertical lines, possibly curtains.

*Be Remarkable.*

The right message, medium and distribution channels will help grow long term trust and brand loyalty among an empowered market segment.

*Be Remarkable.*

## Global Events

**Be Remarkable Projects are designed to help corporate sponsors and charitable organizations.**

**Measurable Innovative Marketing**

focused on “real-world experiences”.

**Celebration of philanthropy helps reverse an epidemic of distrust towards financial institutions and multi-national corporations.**

A message that moves people, will move products.

# *Be Remarkable.*

**A promise is being realized between sports and entertainment icons, nonprofits, event producers, media sources and social impact investors.**

## **The Concept**

1

**We** work with event producers, celebrities and fundraisers to the benefit of charitable organizations and their supporters.

## **The Value**

2

**An** evidenced based approach to retaining partnerships are based on principles of excellence and integrity.

## **The Promise**

3

**Empowered** brands emphasize their culture and resonate their vision; under the principle of one concept, one voice — Be Remarkable.



We are targeting and reaching  
the affluent and up-scale event  
participant.

Humanitarian and environmental  
“sensitivity” is a necessary message.

**We’re focused on events  
that recognize and reward  
excellence:**

- Philanthropy
- Financial Services
- Sports & Entertainment
- Media & Industry
- Education & Innovation
- Celebrities & Charities

Galas attended by wealth and talented people:

- ❖ Academy Awards
- ❖ Art Basel (International)
- ❖ Bal des Débutantes
- ❖ Davos World Economic Forum
- ❖ Espy Awards
- ❖ Fashion Week
- ❖ Heisman Trophy Awards
- ❖ Kentucky Derby
- ❖ Sundance Film Festival
- ❖ The Masters (Golf)
- ❖ Wimbledon

## Reusable Shopping Totes Are The New "It" Freebie.

Research reinforces our assertions: the most popular items at events are the ones that place importance on experiences rather than materialism.

Data reinforces that our selected events are composed of individuals who value their contacts and relationships as one of their most cherished assets.



We're gifting co-branded Be Remarkable reusable shopping totes at high-end events.

Feel like a super hero using your  
Envirosax knowing this fun fact:

*If you use Envirosax during its entire  
lifetime, you can potentially save up to  
6,000 single-use plastic bags.*

## Women Are In Charge.

Women play a more dominant role in planning and participating in charity events, (91.7%) event goers are age 50 and under. We're engaging young professionals and their wealthy counterparts, because they attend up to 9 charity-related events per year.



## We're In Touch With Our Market.



### Event Selections

In order to maximize our impact at high-end galas, we sought answers to a few questions such as:

- a) What will people pay to attend an up-scale event?
- b) What's the best way to convey the mission of an organization and its cause to guests?
- c) What's an effective method to extend our message beyond the event attendees into the general public?
- d) Should we give free gifts to event attendees and if yes, what?

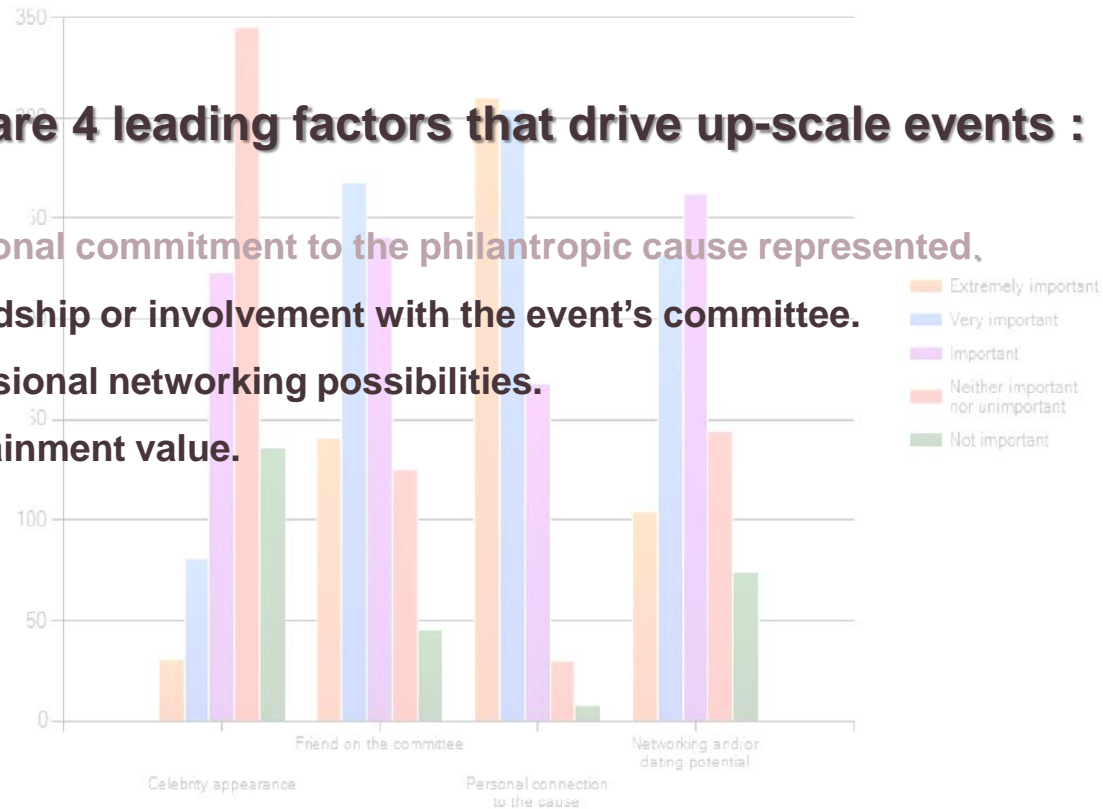
Research highlights what our constituents want and how we can best attract them with effective branding of products and services.

# What Motivates An Upscale Audience To Attend Charity Events?

Please rate the impact the following has on your interest in attending a charity event

**Here are 4 leading factors that drive up-scale events :**

- **A personal commitment to the philanthropic cause represented,**
- **A friendship or involvement with the event's committee.**
- **Professional networking possibilities.**
- **Entertainment value.**



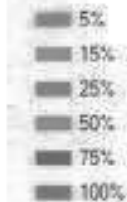


## How much of an Events Proceeds need to Be Donated?

What percentage of a \$100 charity event ticket price do you expect to be donated to the charity.

(46.9%) of respondents indicated their desire to see 75% of proceeds be donated to charity, (32.8%) indicated their willingness to accept 50% of proceeds to be donated to charity.

**The Be Remarkable Message encourages participation by event attendees to make a significant difference in the common good.**





# Be Remarkable Movement

**With increased emphasis on corporate ethics, we support valuable opportunities that empower and reinforce positive relationships with humanitarian and environmental causes.**

A high-angle, black and white photograph of a diverse group of approximately ten people of various ethnicities and ages. They are all smiling and looking towards the center, with their arms extended and hands clasped together in a huddle. The background is plain white.

*Be Remarkable*

[Join Us](#)

*Be Sensitive Foundation*